Year of Sanction:- 2005-06

Sl. No.	Name of the Project	Scheme Sanctioned	Amount
1.	Celebration of National Folk Festival (Lokranjan), Khajuraho	Festival	5.00
2.	Destination Development of Burhanpur in Madhya Pradesh	Destination	449.00
3.	Integrated Developent of Tourist Circuit on the sector Gwalior-Orchha-Khajuraho in Madhya Pradesh	Circuit	461.09
4.	Destination Development of Indore in Madhya Pradesh	Destination	482.69
5.	Integrated Development of Tourism Circuit Gwalior-Shivpuri-Chanderi in Madhya Pradesh	Circuit	800.00
6.	Integrated Development of Tourism Circuit Sanchi-Bhopal-Bhojpur-Bhimbetka-Pachmarhi in Madhya Pradesh	Circuit	715.45
7.	Upgradation of existing holiday home at Pachmarhi	Destination	20.00
8.	Celebration of YAI National Sailing Championship at Upper Lake Bhopal-15-22 ND Feb. 2006	Event	15.00
9.	Construction of Cottage at Mukki Dist. Balaghat Celebration of Orcha Festival, 2005	Destination	34.16
10.	Rural Tourism Project at Orchha	Festival	5.00
11.	Distt.Tikamgarh	Rural Tourism HW)	50.00
	TOTAL:		3037.39

Awareness campaign for tourism industry

832. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether her Ministry has launched awareness campaign to sensitise and train key stakeholders in the tourism industry;

(b) if so, the details thereof; and

(c) the response received from such campaign so far?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. Two phases of Atithi Devo Bhavah awareness campaign have already been undertaken in 2004-05 and 2005-06. In both the phases seven cities namely; Agra, Jaipur, Delhi, Hyderabad, Aurangabad, Goa and Mumbai were targeted. The campaign involved training and sensitization of stakeholders of the tourism industry and mass media campaign in the country to create awareness of benefits of tourism.

(c) Overall, the campaign has received a positive response from the industry and general public.

Losses in Government hotels in Andhra Pradesh

833. SHRI C. RAMACHANDRAIAH: Will the Minister of TOURISM be pleased to state:

(a) the details of Government hotels running in losses in various Sates, hotel-wise and State-wise;

(b) the names and locations of Government run hotels that are running into losses in Andhra Pradesh;

(c) whether Government are considering any proposal to turn around these hotels in Andhra Pradesh into profit making ones;

(d) whether there is any proposal to disinvest Government euqity in any of these hotels in Andhra Pradesh; and

(e) if so, the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) The details of Hotels owned or managed by ITDC under Ministry of Tourism incurring losses presently during the financial year 2005-2006 are given below:

Net Loss (Provisional) (Rs. in lakh)

1.	Hotel Patliputra Ashok, Patna, Bihar	48.46
2.	Hotel Jammu Ashok, Jammu, J&K	17.91
3.	Hotel Kalinga Ashok, Bhubaneswar, Orissa	123.22
4.	Hotel Jaipur Ashok, Jaipur, Rajasthan	116.39
5.	Hotel Bharatpur Ashok, Bharatpur, Rajasthan	51.74